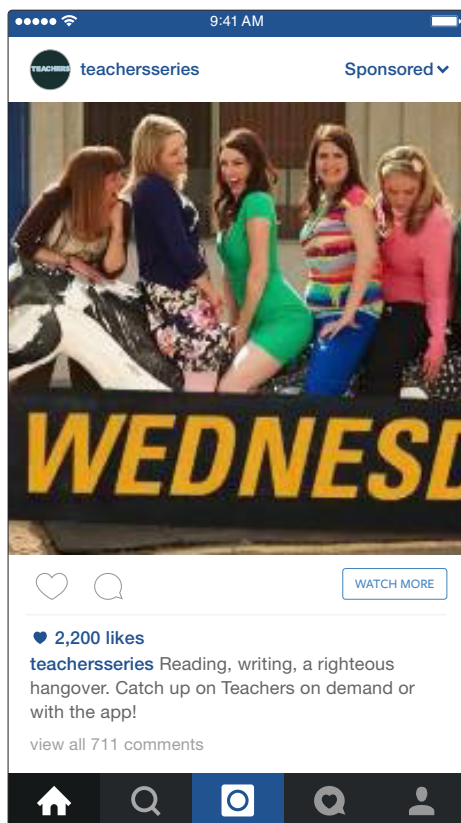


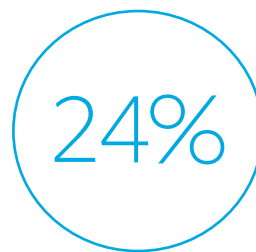


Top Marks for *Teachers*

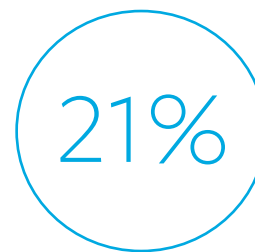
Television channel TV Land wanted to boost awareness and viewership of its new comedy series *Teachers*, particularly among a younger audience. Running a video campaign across both Instagram and Facebook, the station was able to lower costs while increasing awareness.



increase in impressions,
using both Instagram
and Facebook



increase in ad recall,
using both Instagram
and Facebook



increase in brand awareness,
using both Instagram
and Facebook

STORY

Young at heart

TV Land produces such programs as *The Soul Man*, *Younger*, *The Jim Gaffigan Show* and *Impastor* and syndicates a number of classic programs, including *Everybody Loves Raymond*, *King of Queens* and *The Andy Griffith Show*. While its lineup typically reaches an older audience, its newest addition *Teachers*, which began as a web series created by Chicago-based improv group The Katydids, is drawing in younger viewers.

GOAL

Educating audiences

TV Land wanted to support its multi-channel ad campaign for its new television series, *Teachers*. This campaign intended to increase awareness and viewer intent, particularly among a younger audience set.

SOLUTION

Schooling the competition

To increase awareness of the *Teachers* series debut, TV Land launched a single campaign optimized across both Instagram and Facebook together. The channel used video ads to deliver short, funny clips from the show, enticing viewers to check out the new series.

Based on the audience of the original web series, as well as the show's comedy style, TV Land decided to target female viewers aged 18-49, with an interest in such TV shows as *Broad City*, *Inside Amy Schumer*, *Key and Peele* and *Workaholics*, and organizations like The Second City and the iO Theater.

Following the two-week-long campaign, TV Land happily reported a 24% jump in ad recall and a 21% hike in awareness of the *Teachers* series. Adding Instagram to its Facebook ad set served to further boost the campaign, resulting in a 16% increase in impressions, a 7% decrease in cost per thousand, and a 7% increase in unique reach, without any impact to its above-average brand lift metrics.

“ We wanted to drive brand metrics across the board for our new show *Teachers*, and reach a certain demographic. The campaign drove lift across the board, while running the same ads on Facebook and Instagram together helped drive more efficiency. We see great value in spending on Instagram for new shows. ”

Kristin Mirek
Vice-President of Multi-Platform
Development and Marketing
TVLand